

Abstract

Title:

Possibilities and limits of events promoting children sport participation - case study of Sazka Olympic multiple event

Objectives:

The aim of the study work is to evaluate the organization and success rate of the project “Sazka Olympic multiple event”. The study analyses the possibilities and limits of the project, and provides recommendations how to improve the project in the following years.

Methods:

The study is a case study and uses mostly qualitative methods of research. Data collected from interviews and document analyses are then evaluated by the SWOT analysis.

Results:

The results of the study are proposals and recommendations for organization of “Sazka Olympic multiple event” which promotes children sport participation. The case study revealed both strengths and weaknesses of the project and defined its opportunities and threats. The recommendations may be used for the future realization of the project.

Keywords:

sport participation, children, Czech Olympic Committee, sport promotion